

For Six Month Period Ending October 31, 2010  
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.

Burson-Marsteller

2469

(c) Business Address(es) of Registrant

1110 Vermont Ave, NW Suite 1200  
Washington DC, 20005

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date connection ended
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- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
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PLEASE SEE SECTION A

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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PLEASE SEE  
SECTION B

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name of foreign principal

Date of termination

Consejo de Promocion Turistica de Mexico S.A. de C.V

October 31, 2010

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

Consejo de Promocion Turistica de Mexico S.A. de C.V

May 1, 2010

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Costa Rican Tourism Institute

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup> Yes ☒ No ☐  
Exhibit B<sup>4</sup> Yes ☒ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

SEE ATTACHED

- 
12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

### 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>

Date	From whom	Purpose	Amount
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PLEASE SEE  
ATTACHMENT  
QUESTON 14  
(A)

Total

### (b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

### (c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
SEE ATTACHMEN T QUESTION 15(A)			

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Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials <sup>12</sup>?  
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Consejo de Promocion Turistica de Mexico S.A. de C.V  
 Costa Rican Tourism Institute

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- |   |   |  |   |
|---|---|--|---|
| <input type="checkbox"/> Radio or TV broadcasts | <input type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films            | <input type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns  | <input checked="" type="checkbox"/> Press releases      | <input type="checkbox"/> Pamphlets or other publications | <input type="checkbox"/> Lectures or speeches |
| <input type="checkbox"/> Internet               | <input type="checkbox"/> Other (specify) _____          |  |   |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Public Officials   | <input type="checkbox"/> Newspapers                   | <input type="checkbox"/> Libraries                |
| <input type="checkbox"/> Legislators  | <input type="checkbox"/> Editors                      | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies  | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups       |
| <input checked="" type="checkbox"/> Other (specify) <u>Journalists in North America</u> |   |   |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

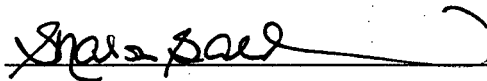


**VI – EXECUTION**

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

12.21.10

(Type or print name under each signature<sup>13</sup>)

Sharon Balkam, Managing Director, Practice Business Manager

NSD/CES/REGISTRATION  
UNIT

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE  
FARA REGISTRATION UNIT  
NATIONAL SECURITY DIVISION  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

YES X or NO \_\_\_\_\_

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES \_\_\_\_\_ or NO \_\_\_\_\_

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

Sharon Balkam  
Signature

12.21.10  
Date

Sharon Balkam  
Please type or print name of  
Signatory on the line above

Managing Director  
Title

NSD/CES/REGISTRATION  
UNIT  
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U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Burson-Marsteller**

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
<del>DiBartolo</del>	<del>Christine Marie</del>	<del>05/13/2002</del>	10/20/2010	
Judice	Peter F.	08/25/2000		
Kozakos	Panayiota	10/05/2001		
Miller	Freeman	08/25/2000		
Shelden	Sarah	06/30/2005		
Grace	Neil D.	06/30/2005		
Schnee	Leslie Elizabeth	03/23/2007		
Khetarpaul	Amit	04/13/2007		
Rodriguez	Paul M.	04/13/2007		
<del>Pineus</del>	<del>Patricia K.</del>	<del>05/03/2007</del>	7/22/10	
McKay	Barbara S.	07/23/2007		
Rice	Theresa J.	09/23/2008		
Saenz	Natalie	09/23/2008		
Prudencio	Ramiro E.	09/23/2008		
Diaz	Sonia Virginia	01/23/2009		
Jimenez	Stephanie	05/28/2010		
Garrido	Sarah	05/28/2010		



U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
See attached		

Signature: [Signature] Date: 12.21.10

Title: Managing Director

SECTION B

<b>Name</b>	<b>Function</b>	<b>Date Hired</b>
Veronica Catalan	Employee	01-Jul-10
Natalia Mannucci	Employee	16-May-02
Nicholas Bianchi	Employee	09-Jul-10
Kaymi Malave	Employee	26-Jul-10
Daniela Segoviano Canete	Employee	23-Aug-10
Stephanie Jimenez	Employee	31-Aug-09
Theresa J Rice	Employee	16-May-03
Iraida J. Gonzalez	Employee	13-May-96
Lourdes Duarte	Employee	01-Jul-10
Joel Conrad Staley	Employee	11-Jun-01

**11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes No**  
**If yes, identify each such foreign principal and describe in full detail your activities and services:**

Costa Rican Tourism Institute - News monitoring and analysis of coverage of client in North American Media. Wrote press releases in English and distribution to media. Organized events with travel industry partners for consumers and travel industry News bureau functions fulfilling media inquiries and providing background information on Costa Rica Tourist attraction and services

Consejo de Promocion Turistica de Mexico S.A. de C.V - From May to October of 2010, Burson-Marsteller (B-M) represented the Mexico Tourism Board (MTB) as its official public relations agency of record promoting Mexico as a tourism destination to the United States and Canada. In that capacity, B-M managed and executed a number of public relations strategies and activities for the MTB including creating and maintaining extensive consumer and trade media lists; daily monitoring and reporting on critical issues about Mexico within the news media in the U.S. and Canada; populating, maintaining and promoting the MTB's official pages within social media such as Facebook, Twitter, YouTube and others; creation and/or translation of content including speeches, talking points, presentations, bylines, etc.; fielding daily media inquiries and requests by providing information, images, quotes, interviews, etc. ; creating and distributing a monthly newsletter to thousands of media and travel agents; generating positive media coverage through the creation and distribution of press releases on a variety of subjects; organizing and carrying out press and industry familiarization trips to Mexican tourism destinations; organizing and executing consumer sweepstakes contests; supporting various events, seminars and conferences; and, managing crisis situations and other critical issues.

# ATTACHMENT QUESTIONS 14 (a)

## 14 (a). Receipts - Monies

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8 and 9 of this statement, or from any other source, for or in interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? YES.

### Instituto Constarricense de Turismo

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>Amount</u>
6-Oct-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 11,980.00
1-Jun-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 65,973.00
1-Jun-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 8,673.00
1-Jun-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 4,273.00
6-Jul-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 98,980.00
13-Sep-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 39,980.00
17-Aug-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 9,455.00
2-Jun-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 97,496.00
1-Jun-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 5,600.00
9-Sep-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 3,280.00
2-Jul-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 97,476.00
16-Aug-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 20,380.00
14-Oct-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 65,980.00
14-Oct-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 2,980.00
30-Jul-10	Instituto Constarricense de Turismo	Fees and Expenses	\$ 4,280.00
Total			\$ 536,786.00

**ATTACHMENT QUESTIONS 14 (a)**

**14 (a). Receipts - Monies**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8 and 9 of this statement, or from any other source, for or in interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? YES.

**CONSEJO DE PROMOCION TURISTICA DE MEXICO**

<u>Date</u>	<u>From Whom</u>	<u>Purpose</u>	<u>Amount</u>
No Payments Received			
		Total	\$ -



**ATTACHMENT QUESTION 15(a)**

**15 (a). Disbursements - Monies**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? YES

(2) transmitted monies to any such foreign principal? NO

**Instituto Constarricense de Turismo**

**Postings for the Period: (5.1.10-10.31.10)**

**Office Expenses:**

Airfare/Railfare Total	\$ 33,575.22
Business Meals Total	\$ 393.47
Catering Total	\$ 57.55
Courier/Messenger Total	\$ 383.49
Entertainment Total	\$ 153.00
Gifts Total	\$ 25.00
Info Bank Services Total	\$ 5.90
Local Transportation Total	\$ 3,366.02
Lodging Total	\$ 3,627.79
Meals Total	\$ 756.00
Media Monitoring Total	\$ 7,500.00
Miscellaneous Total	\$ 4,219.23
Photography/Prints Total	\$ 3,000.00
Production Total	\$ 50,000.00
Reference Material Total	\$ 269.54
Registration Fees Total	\$ 312.95
Stationery & Supplies Total	\$ 10.16
Telephone/Fax Total	\$ 1,415.58
Translation Total	\$ 437.70
Travel Expenses Total	\$ 846.33
<b>Grand Total</b>	<b>\$ 110,354.93</b>

**ATTACHMENT QUESTION 15(a)**

**15 (a). Disbursements - Monies**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, and 9 of this statement? YES

(2) transmitted monies to any such foreign principal? NO

**CONSEJO DE PROMOCION TURISTICA DE MEXICO**

**Postings for the Period: (5.1.10-10.31.10)**

**Office Expenses:**

Air Freight Total	91.68
Airfare/Railfare Total	72,928.41
Business Meals Total	1,395.45
Computer Software & Supplies Total	746.57
Courier/Messenger Total	332.96
Entertainment Total	1,500.00
Event Elements Total	400,790.60
Facility Fee Total	422.65
Flowers Total	707.69
Fulfillment Total	7,225.00
Honorarium Total	45,859.16
Legal Services Total	3,736.83
Local Transportation Total	9,970.51
Lodging Total	32,611.76
Meals Total	4,383.59
Media Monitoring Total	11,945.89
Miscellaneous Total	15,870.72
Photography/Prints Total	1,700.00
Professional Dues Total	200.00
Reference Material Total	6,727.96
Registration Fees Total	155.00
Satellite Distribution Total	3,850.00
Stationery & Supplies Total	792.27
Subscriptions Total	105.99
Telephone/Fax Total	10.00
Training & Meeting Expenses Total	103,192.77
Translation Total	6,887.75
Travel Expenses Total	476.38
Videotape Production Total	1,856.58
Wire Media Services Total	3,880.00
Grand Total	740,354.17